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Advertising Age

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50 YEARS 1930-1980

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Three chains now open

Restlessness in fast-food ad field laid to soft sales

By CHRISTY MARSHALL

CHICAGO—A continuing slow sales picture for the fast-food business is being blamed for a rash of agency changes in the $25 billion industry.

In the last six weeks, four of the major chains have split or threatened to split from their agencies—Jack in the Box, Pizza Hut, Wendy's International and Arby's International. After a last-minute scramble by Wells, Rich, Greene, Jack in the Box stayed put.

But Wendy's last week made its move to Colarossi/Griswold-Eshleman, New York (AA, Feb. 25), which put a fifth chain on the street—Arthur Treacher's Seafoods.

"You are going to see more and more of this, since this is a troubled industry," Carl DeBiase, analyst with Sanford C. Bernstein, New York, told ADVERTISING AGE. "These guys don't know what else to do. The business isn't out there. And when it isn't out there, you sit back and say 'Gee, I've got to do something.' And what you do is fiddle with the advertising and marketing. You try this, you try that to find the formula. But it [the perfect formula] isn't there."

▪ Sales for the entire industry are flat to down and have been for some time. According to Mr. DeBiase's figures, Wendy's traffic is still in the negative column.

(Continued on Page 92)

When it Rainier's, it gores

To demonstrate that Rainier Ale is "beyond macho," Rainier Brewing ad shows how this suave gentleman whipping up a gourmet meal reaches for his ale. Tv commercials are in the brand's Pacific Northwest area, via in-house Marketing Communications, with creative assistance from Heckler Associates.

WRG turns attention to Fox

Columbia selects NH&S

BURBANK, CAL.—Columbia Pictures, in something of a surprise, has named Needham, Harper & Steers/West, Los Angeles, as its primary national agency succeeding Wells, Rich, Greene/West, which has evidently turned its sights on 20th Century-Fox as the replacement for its loss.

Columbia has been spending $25,000,000-plus, primarily in tv and newspapers, with WRG on media and some creative, along with outside boutiques. NH&S also will work mainly on national media and research, on a fee basis below the equivalent of a 15% commission.

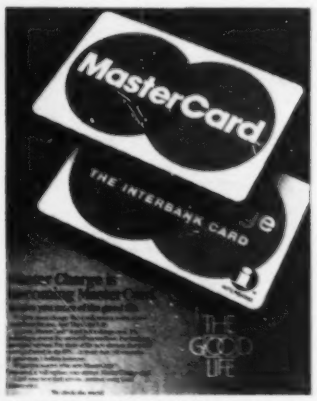
However, Needham will be sharing some of the business with Diener/Hauser/Bates, which will be handling spot media buying in New York, Los Angeles and Central Florida. Ogilvy & Mather and SFM Media Service were the two other Columbia finalists.

Talks between Fox and WRG became known as the Columbia assignments were made. There had been speculation about a WRG bid for Fox (AA, Feb. 4), which has been spending about $20,000,000 annually, most of it through its national agency (formerly Doyle Dane Bernbach, now Universal's agency). Fox' vp-worldwide advertising, Robert Cort, brought WRG to Columbia when he was ad head there.

▪ There also was speculation that Ogilvy is switching its attention from Columbia to Fox, which has already held initial talks with J. Walter Thompson Co., Kenyon & Eckhardt and Foote, Cone & Belding/Honig (AA, Feb. 25).

The selection of Needham came as a surprise to some in Los

(Continued on Page 88)



An Interbank ad in *Life* announces the demise of Master Charge and the birth of MasterCard, the credit entity whose name is more in line with the broader range of financial functions that plastic cards will perform in the future. Tv has broken, too. Agency is William Esty Co. (AA, Dec. 24).

last minute news

Hills Bros., BBDO split over payments

SAN FRANCISCO—Hills Bros. Coffee and BBDO, New York, have ended their four-year relationship due to "differences regarding agency compensation." Barry Reis, Hills Bros. vp-marketing, said the coffeemaker is looking at other agencies. BBDO will continue to service the $5,500,000 account until a new agency is selected.

Clearing House contacts 15 to 20 shops in review

PORT WASHINGTON, N.Y.—Publishers Clearing House, a major direct mail marketer of magazines, has contacted 15 to 20 agencies, including incumbent Doyle Dane Bernbach, during the initial round of reviews for its estimated $5,000,000 account. A decision is expected within the next few months.

Japanese/Taiwan auto pact may snub U.S.

TOKYO—Taiwan is soliciting bids from foreign auto makers to develop an indigenous auto industry, and at least two companies, Nissan and Toyota, have expressed interest in taking part in the project. Senior officials

(Continued on Page 8)

Interest-paying travel checks near

By JOSH LEVINE

NEW YORK—American Express and Citibank are both grappling with the feasibility of paying interest on travelers checks as a looming marketing war between issuers heightens the need for more appealing products. They might want to talk to T. H. Woods.

Mr. Woods may never threaten the industry leaders, but he is attempting to introduce the first interest-bearing travelers check in Virginia banks this spring, and hopes to sign up out-of-state banks along the Eastern Seaboard this summer.

Mr. Woods heads American Bankers Club in Falls Church, Va., and his vehicle would be called the ABC Security Plus check. The idea behind it is to allow checkholders to tap the massive rewards of the "float," the interest-earning reservoir of funds resulting from uncashed checks.

ABC Security Plus checks would be eligible for interest after 61 days, at which point they would earn 3.75% less than the prime rate at the time they were cashed, according to Mr. Woods. Receipts from Security Plus sales would be left on deposit with the bank that issued the check, and interest would be paid from the American Bankers Club account.

▪ As such, the ABC Security Plus check would be considered a security, rather than a travelers check, and would therefore be subject to Securities & Exchange Commission regulation. Current ceilings on bank interest payments would not apply since interest is paid by the American Bankers Club account, rather than the bank itself.

Citicorp has already announced that it "has been studying the question ... just as others in the industry have," and the second largest travelers check—with about 20% of the $25 billion domestic market—is expected to make a headlong run at American Express this spring. Citicorp recently shifted its First National City travelers check advertising responsibility to Doyle Dane Bernbach from SSC&B.

While American Express has made no similar public statement of its plans, a source at the First National Bank of Boston said AmEx officials noted privately that the travelers check leader also is considering an interest bearing product.

The company would probably do so reluctantly, however, since it now reaps the substantial benefits of an estimated $3 billion float all to itself. Commercials from Ogilvy & Mather have urged returning travelers to retain a few unused travelers checks uncashed for purposes of security.

The entrance of Visa into the travelers check market this year

(Continued on Page 88)

NEWSPAPER
AA MAR81
DC2001 4CONGCL HAGNR 021159200103
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014
3

Republic lures business traveler with gifts

By CHRISTY MARSHALL

CHICAGO—Republic Airlines, assuming that business travelers are not greatly concerned about ticket price offers, is introducing a new route not with price cuts but with premiums.

From March 1 through the end of May, each Republic passenger on the new Chicago-Nashville route will receive a coupon good for $15 off any item in the airline's in-flight gift catalog. The coupons are redeemable until the end of June.

Other lines give no indication yet of trying the premium approach. But if Republic does well enough to expand its test to other routes, the picture could change. The business traveler is important to every line, but is traditionally more responsive to conveniences, including scheduling, than price cuts. Republic wants to see if a free gift is an effective lure.

"Special promotional fares like half-off fares and super savers appeal to the pleasure traveler who can see the savings in his pocket," vp-marketing John Harty told ADVERTISING AGE. "As a practical matter, businessmen are the backbone of an airline—especially an airline like Republic. You can offer special fares but they won't affect the businessman who doesn't usually know the price of his ticket anyway."

The airline first tested premiums last January with a promotion it ran for the inauguration for its flights to Las Vegas from Minneapolis-St. Paul. The company ran a sweepstakes for an antique slot machine. (Abiding by sweepstakes rules, the cards are also available at the desk—no purchase necessary.)

A spokesman for Delta, Republic's competition on the Chicago-Nashville route, said it has not decided whether to match Republic's offer—but is more likely to tap the traditional discount fare to combat Republic.

The complexity of setting up the program—which required approval of the Civil Aeronautics Board—may be Republic's ace, according to Mr. Harty. He says the competition can't match it easily.

A $250,000 newspaper and radio campaign, via Hoffman-York, Milwaukee, supports the offer. Results of the promotion so far have been encouraging. "Passengers and travel agents are calling and advanced booking is up," Mr. Harty said. It may be expanded to

(Continued on Page 92)

Tunnel of rich creme for Bundt

A creme filling has been added to create the new Tunnel of Fudge and Tunnel of Lemon varieties of Pillsbury Co.'s Bundt cake mix line. Magazine pages like this support the national introduction, via James Jordan Inc., New York.

Some fear loss of a second opinion

Do mergers still pr's voice?

By JENNIFER ALTER

CHICAGO—The trend toward acquisition of pr companies by ad agencies, highlighted by J. Walter Thompson Co.'s proposed purchase of Hill & Knowlton (AA, Feb. 18), has raised the question of whether clients of agency-pr combinations will lose the objective input of the pr counselor.

Pr executives here agree there is a danger, but not in the marriages that have transpired thus far.

"There are some tremendous advantages to these mergers," says Chuck Werle, vp-creative services division, First National Bank of Chicago, who also is a co-chairman of the Public Relations Society of America's national public relations committee. "But I cannot overemphasize the importance of the public relations function maintaining its own authority."

• Warning that if autonomy is not rigidly defined, the pitfalls could be disastrous, Mr. Werle told ADVERTISING AGE, "I find it hard to believe that an account executive of one of the combined communications companies is going to tell his or her client, 'It is not in your best interests to approve this advertising campaign submitted by my associates,' unless his status is very clearly defined."

Mr. Werle, who formerly was vp-director of client services in Thompson's public relations division and who has worked with Hill & Knowlton—until very recently First National's pr agency—says that he believes Hill & Knowlton has the strength and Thompson the "smarts" to develop an independent and equal working relationship.

The First National Bank moved its pr account from Hill & Knowlton to Carl Byoir & Associates, which was acquired by Foote, Cone & Belding Communications 18 months ago. FCB is the bank's ad agency.

• Tom Harris, president of Golin/Harris Communications here and founder of Foote, Cone & Belding Public Relations (he departed shortly after the Byoir acquisition), also stressed the importance of autonomy. Speaking to a larger-than-usual group of PRSA members gathered here last week to discuss the "Urge to Merge," Harris pointed to lack of dissension as one of the problems that can result if the pr counselor loses independence.

"Some very good things come out of debate," Harris told ADVERTISING AGE following the meeting. "If the pr people have the autonomy to come in and sit down and attack client problems as equal partners, this will continue. But there is the possibility that the advertising point of view will dominate and the pr point of view will fade. Pr can't grow and function if it's forced to be a second ban-

(Continued on Page 88)

No-compete clause chases client

SEATTLE—Under threat of suit to enforce a no-compete agreement, four-month-old Sharp, Hartwig & Vladimir resigned its largest account, Simpson Timber Co., effective March 1.

Simpson Timber, marketer of forest products, had used Kraft Smith for nearly five years as its agency for specialty products such as prefinished panels, doors and do-it-yourself building materials.

In November, David Sharp and Cynthia Hartwig left Kraft Smith to form a new agency with Andrew Vladimir, who had left Kraft Smith a year earlier. All three had worked on the Simpson account.

Simpson advertising manager, Dean E. Matthews Jr. said, "It is sad. Everybody here is disappointed, and that is an understatement."

Mr. Vladimir, raised the question: "Is it proper to restrict a company from doing business with anyone it wants to? Shouldn't a company like Simpson be free to choose its own advertising agency?

"Simpson asked us to continue producing the collateral while Kraft Smith continued handling media," Mr. Vladimir said. He added that despite the agreement, "so that both agencies could serve Simpson, we offered to share the income. Attorneys for both sides instituted discussions (AA, Jan. 21). We continued to service Simpson in the hope that we could reach a negotiated settlement."

A short time ago, Mr. Vladimir said, Mr. Kraft cut off negotiations and followed with notice to SH&V that Kraft Smith would sue unless SH&V ceased work on the Simp-

(Continued on Page 88)

highlights

Monday, March 3, 1980

Consumers sometimes consider the cosmetics and fragrance industry's ads to be manipulative and emotional, delegates at the Cosmetic, Toiletry & Fragrance Assn.'s annual meeting were told. *See Page 4.*

BBDO has a new president, Allen G. Rosenshine, former exec vp-creative. *See Page 6.*

Datsun has an unusual problem for a car maker—too many kinds of the fuel-efficient autos are popular. *See Page 10.*

NBC warns that more government intervention in children's tv will be "a mistake" in the debut ad of a new corporate print campaign. *See Page 12.*

Bankers Trust, the only bank with a merger and acquisition division specializing in communications, is behind the scene on a lot of magazine deals. *See Page 18.*

ABC's "Good Morning America" is the toast of the breakfast table. *See Page 24.*

Homart Development Co.'s 17 shopping centers will use an every-other-monthly—possibly a newspaper supplement—as its new promotion tool. *See Page 28.*

Nikon Inc. has introduced the F3, its newest professional camera. *See Page 44.*

Lube jobs are sliding into the jiffy car service business with operations featuring 10-minute oil changes. *See Page 49.*

Ramon G. Gaulke and J. Thomas Sharp create some consumer advertising campaigns using corpish language to show how inadequate corpish writing can be. *See Page 53.*

Bob Stone scans the options home computers could have on the advertiser and consumer. *See Page 53.*

U.K. ad agencies can be heartened by the results of D'Arcy-MacManus & Masius' survey of the damage to advertisers done by last year's ITV strike. *See Page 68.*

Quebec lawyer Robert Legault makes a living of guiding admen through that province's maze of advertising regulations. *See Page 69.*

Three major New York dailies said they will continue dealing with deliverers union president Douglas LaChance despite his indictment by a federal grand jury. *See Page 73.*

Hollywood lures Ralph Nader, who is exploring film product as a powerful outlet for "public interest" views. *See Page 86.*

Thirty tv stations were asked by anti-oil industry groups to "balance" a controversial Mobil series. *See Page 89.*

Swift will launch a campaign to promote turkeys year-round, with a tie-in to Easter Seals. *See Page 89.*

R. J. Reynolds International Tobacco will introduce Camel filters in China. *See Page 90.*

Benton & Bowles names John C. Ferries to the new post of managing director-Europe. *See Page 90.*

Ford planners struggled with marketing, pr and political worries before backing a sensitive joint venture in Mexico with Peugeot, leaked memos show. *See Page 91.*

Section 2

As inflation cancels out interest rates everyone is looking for ways to best protect their money, and financial advertisers are struggling to gain the consumer's and the financial community's attention in the scramble for their dollars. Read how financial advertisers are going about it in Section 2/Financial Advertising, beginning opposite Page 48.

REGULAR FEATURES

ACCOUNT CHANGES	78	OBITUARIES	84 88
ADBEAT	14	PARIS REPORT	66
ADVERTISING MARKETPLACE	79	PHOTO REVIEW	30
AGENCY PEOPLE	86	PRESSTIME	8
BRADY	74	REGIONAL NEWS	42
CONSIDERATIONS	16	SIDEBARS	78
CORRECTIONS & CLARIFICATIONS	91	VIDEOTECH	36
EDITORIAL VIEWPOINT	16	VOICE OF THE ADVERTISER	72
FEATURES SECTION	53		
FOR THE RECORD	87		
GETTING PERSONAL	20		
NEW AD RATES	74		
NEW PRODUCTS	76		

FIGURES TO FILE

MAGAZINE AD EXPENDITURES—DECEMBER '79	41

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Coup

Pepper snares top P&G exec

DALLAS—With no deals to show a year after announcing it would seek acquisitions to broaden its base, Dr Pepper Co. has moved to strengthen its hand by reaching outside the soft drink industry—to Procter & Gamble Co.—for a new president.

Charles L. Jarvie, most recently corporate vp and general manager of P&G's food products division, will come on board March 3 as president and chief operating officer of Dr Pepper. At age 43, the 20-year P&G veteran is the soft-drink company's tenth and youngest president.

He succeeds W.W. Clements, who continues as chairman-chief executive officer. Although turning over day-to-day operating responsibilities, Mr. Clements, the sales-oriented driving force behind making Dr Pepper a national brand in the 1970s, vowed that he will be "as active as I've ever been" as he turns his attention to long-range planning and acquisitions.

Mr. Clements said the company's original interest in

(Continued on Page 88)

Magazine Advertising Data December, 1979

Ad expenditures:	Ad pages:
Dec. '79—$245,970,823	Dec. '79—10,245.39
Dec. '78—$206,212,422	Dec. '78— 9,559.00
Increase: +19%	Increase: +7%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	$14,201,365	$6,082,843	+133%
Seagram Co. Ltd.	10,679,081	8,267,610	+ 29
General Motors Corp.	6,545,081	3,045,598	+115
Philip Morris Inc.	5,677,586	4,703,712	+ 21
General Foods Corp.	4,176,160	3,035,244	+ 38
Ford Motor Co.	3,821,649	2,993,872	+ 28
CBS Inc.	3,395,361	3,175,263	+ 7
Loews Corp.	3,356,905	2,472,836	+ 36
Procter & Gamble Co.	3,305,159	3,683,891	− 10
American Brands	3,210,673	2,017,515	+ 59

Top Ten Product Categories	1979	1978	% Change
Beer, wine & liquor	$35,061,000	$29,193,427	+20%
Cigarets & tobacco	28,773,773	16,499,811	+74
Automotive	20,431,985	15,278,704	+34
Food & food products	16,961,070	14,547,704	+34
Toiletries & cosmetics	14,894,440	15,495,249	− 4
Business & consumer services	12,855,500	10,928,302	+18
Jewelry & photographic equipment	11,633,395	11,631,282	0
Publishing & media	10,770,140	8,222,212	+31
Home entertainment & equipment	9,902,248	8,979,828	+10
Retail &/or direct-by-mail	9,121,641	8,098,932	+13

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers Inc.

RJR maintains hold on magazine spending top spot

NEW YORK—R. J. Reynolds continued as the biggest magazine advertiser in December, a month when ad expenditures grew 19% and ad pages 7%.

Reynolds held the lead for all but two months last year: April, when General Motors Corp. surged into the top spot, and June, when Seagram Co. edged out the tobacco, food, shipping and oil conglomerate.

Reynolds continued to earn the top spot, boosting its magazine allowance 133% to $14,201,365, considerably more than it had spent in any other month in 1979.

Seagram, which has been jockeying with General Motors for the No. 2 spot, unseated the automotive company with a 29% budget increase over 1978. GM took third place with a 115% spending hike.

Philip Morris Inc. held fifth place with a 21% increase in magazine spending. General Foods Corp. moved up a slot, displacing Ford Motor Co., which moved to sixth place, with 38% and 28% spending increases, respectively.

CBS, absent from the top 10 in November, returned in seventh place with a 7% increase in magazine spending, and Loews Corp. retained eighth place with a 36% increase in magazine spending.

Procter & Gamble remained the ninth largest magazine advertiser, although it lowered its magazine budget by 10%. American Brands rejoined the top 10 with a 59% boost in its magazine expenditures. B.A.T. Industries, which held the seventh slot in November, and General Mills, the 10th largest advertiser that month, were absent from the top 10 in December.

The beer, wine & liquor category became the biggest supporter of magazines in December as magazine expenditures rose 20%. Cigarets and tobacco, which had been the No. 1 category for most of the year, increased spending 74% and took the No. 2 spot. Automotive slipped to No. 3, with a 34% spending hike. Foods, toiletries and business/consumer services kept the lineup as fourth, fifth and sixth largest magazine advertisers, respectively. Jewelry and photographic equipment advanced two spots to seventh place without registering any increase. Publishing and media boosted spending 31% to hold eigth place, home entertainment marketers increased their magazine advertising 10% to move up a notch, and retail/direct mail marketers slipped from seventh to 10th place, despite increasing magazine spending by 13%.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

LCA names three

Licensing Corp. of America New York, has named Jane Sosa, formerly quality control manager, to the new post of international licensing manager. Joining the Warner Communications division are Jerry Kapner, as merchandise coordinator-toys/novelties, and Nancy Ihnat, merchandise coordinator-apparel. Mr. Kapner formerly was toy buyer, Jordan Marsh Co., Boston, and Ms. Ihnat worked on "Sesame Street" licensing tie-ins for Children's Television Workshop.

'Sheet Music' picks rep

Sheet Music, New York, and *Virtuoso*, slated to come out in April, have picked Robert Petrey Associates, Westport, Conn., as ad reps.

Sales Promotion's Greatest IDEA SOURCE

Best Sales Promotions of 1977/78

by William A. Robinson (3rd Annual)

$24.95

- 120 Winners, Ranked by Market Impact • 15 Best Promotions
- 6 Top Promotions • 79 Honorable Mentions Grouped by Category
- 20 Bonus Promotions to Sharpen Your Analytical Skills

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These are the Proven High-Performers!

Gathered by combing the marketing world for a full year, through store checks in key urban areas and monitoring daily newspapers, television and radio, national and regional magazines. Selected for inclusion in ***Best Sales Promotions of 1977/78*** only after analyzing hard evidence of market impact and return on investment. Each of the winners has a *proven* success story to help your planning, whether you're on the agency or client side, an expert or a beginner.

- 2 ALL-NEW SECTIONS: 6 Top Promotions back up the 15 Best; 20 Bonus Promotions for you to work up your own analyses.
- HONORABLE MENTION CATEGORIES include: Sweepstakes; contests; self-liquidators; free premiums; refunds; coupons; sampling; and miscellaneous. Lively introduction for each category.
- INCISIVE COMMENTS by the author/179 illustrations, presenting key graphic elements of each winner/complete index/constant reference/hardcover binding/convenient 9 x 12-inch format.

Here They Are... The 1977/78 Champions!
15 Best Promotions

New York Racing Assn./Traffic Builder "World Series of Throughbred Racing"
The Gillette Co./Product Introduction "Atra Razor Introduction"
Del Monte Corp./Coupon "$1,000 Coupon"
Land O'Lakes, Inc./Self-liquidator "Recipe Box II"
Cessna Aircraft Co./Trial "Discovery Flight"
S. C. Johnson & Son/Product Introduction "Agree Introduction"
The Pillsbury Co./Refund and Coupon "Save $1.80 on Pillsbury Plus"
Nissan Automobile Co., Ltd./Discount "Datsun Smart Money Card"
Philip Morris USA/Self-liquidator "Virginia Slims Ginny Jogger"
American Dairy–Oscar Mayer/Coupon Tie-In "The Super Sandwich Sale"
Fannie May Candy Shops, Inc./Contest "Sweetest Day Contest"
Bic Pen Corporation/Price-off "1/2 Price Trial Pack"
The Dr Pepper Co./Refund "$2 Free Steak Coupon"
Somerset Importers, Ltd./Contest "Father's Day Scholarship Contest"
Thom McAn Shoe Co./Traffic Builder "Pitch, Hit & Run"

PLUS 6 Top Promotions

Yashica Inc./Sweepstakes "The 14k Gold Camera"
Jos. Schlitz Brewing Co./Self-liquidator "Hammock Offer"
First National Bank of Chicago/Self-liquidator "Swiss Watch"
Schieffelin & Co./Self-liquidator "Chartreuse Swampwater Party"
The Gillette Co./Sweepstakes "Miss America"
Somerset Importers, Ltd./Contest "Win A $25,000 Emerald"

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Chairman of the Board
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Foote, Cone & Belding

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President
Quasar Electronics Corporation

About the Author

William A. Robinson, author of ***Best Sales Promotions of 1977/78,*** has won an international reputation in sales promotion. His company, William A. Robinson, Inc., has served such "Fortune 500" corporations as Procter & Gamble, Heublein, Philip Morris, John Deere, Zenith, Sara Lee, Amoco, Lipton, Armstrong Cork, Borden, Colgate-Palmolive and International Harvester. His column, "Robinson on Sales Promotion," appears regularly in *Advertising Age*. He is a past president of the Chicago Sales Promotion Executives Association and was honored as Chicago "Sales Promotion Man of the Year" in 1965.

William A. Robinson

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☐ Visa ☐ American Express ☐ MasterCharge (MasterCharge Bank No. ☐☐☐☐)

Card No. _____ Expiration Date _____

Signature _____
Name _____
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Address _____
City _____ State _____ Zip _____

CRAIN BOOKS

AA330